

# **Topsfield Cable TV / Town Website Committee**

## **November 9, 2011**

Approved 12/14/11

### Executive Summary

The issue of posting Agendas and Minutes to the Town Website for those groups who do not have administrative support was discussed at length. A study will be conducted by Jeanne Pickering who will receive Agenda E-mails sent to the Town Clerk. Recommendations will be prepared as to how this work can be accomplished. The Job Opening for Cable/Web Coordinator will be posted soon. New equipment will be set up at Proctor Library to improve the audio / video quality of cable broadcasts. 10 copies of Contribute software have been ordered and will be distributed ASAP. A draft list of topics for short video segments for the Town website was discussed. The Assessors are working with the Committee to improve their web page.

Members present: Bill Whiting, Kathy Curran, Bob Ogden and Jeanne Pickering

Members absent: None

Guest: Martha Morrison, Paula Burke

### Former Business:

Meeting opened at 7:35 PM in Town Hall

The minutes of the 7/13, 8/10, 9/14 and 10/21 meetings were approved as written. (This long delay in approval was caused by a lack of a quorum for the past several meetings.)

### New Business:

See Executive Summary

The meeting was adjourned at 9:30

The next scheduled meeting is 12/14

Respectfully submitted, Bill Whiting – Chairman

## **New Cable TV / Web Committee Goals**

### **9/14/11 Draft**

1. **Secure technical support** (video technologies and introduction of “new technologies”) to aid in the upgrade of equipment and systems.
2. **Upgrade equipment and systems:**
  - Portable audio/video recording. (In progress)
  - Proctor School Library live broadcasts. (In progress)
  - Cable TV infrastructure. (Specifications required ASAP):
    - o Leightronix:
      - Event scheduling and playback
      - Video server
      - On-demand video from the Town website
    - o Character generator
    - o FTP server
  - Public Meeting spaces: (Future)
    - o Proctor School Library
    - o Proctor School cafeteria
    - o Town Library (Live broadcasts)
    - o Gould Barn
3. **Increase programming content**, attract new viewers:
  - Train volunteers on basic video production skills.
    - Identify training options at other cable groups
  - Support a standard Mac-based video editing software = Final Cut Pro X (new)
  - Trade “generic programming” with other cable groups
  - Create new video projects
  - Use FTP to receive programming from: Boxford Cable, MASCO, others
4. **Customize programming:** (Volunteer opportunities)
  - “Bookmark” video-on-demand Selectmen and School Committee Meetings so viewers can find content of interest.
  - Research TV subscribers to determine interest in types of programming not currently available.
  - Research available sources of free, generic programming.

**5. Establish contact with MASCO High School and Endicott College** and take advantage of facilities, staff and student resources.

